



PATENT #4

## IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re application of: NEAL et al.

Attorney Docket No.: DEM1P001

Application No.: 09/741,958

Examiner: UNASSIGNED

Filed: December 20, 2000

Group: 2161

Title: PRICE OPTIMIZATION SYSTEM

## CERTIFICATE OF MAILING

I hereby certify that this correspondence is being deposited with the United States Postal Service as First Class Mail to: Commissioner for Patents, Washington, D.C. 20231 on April 23, 2001.

Signed: Sue Funchess

Sue Funchess

**PRELIMINARY AMENDMENT**

Commissioner for Patents  
Washington, D.C. 20231

Sir:

Prior to examination of the above case, please enter the following amendments to the above-identified patent application as follows:

**In the Claims:**

Please add claims 6-13 as follows. All pending claims have been reproduced below for the convenience of the Examiner.

1. An apparatus for computing a preferred set of prices for a plurality of products, comprising:

an econometric engine for modeling sales as a function of price to create a sales model;

a financial model engine for modeling costs to create a cost model; and

an optimization engine coupled to the econometric engine and financial model engine to receive input from the econometric engine and financial model engine, wherein the optimization engine generates the preferred set of prices.

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App. No. 09/741,958

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Page 1 of 4

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